

**SECRET**

*O & M*

DD/S 71-0912

16 MAR 1971

**MEMORANDUM FOR:** Director of Communications  
Director of Finance  
Director of Logistics  
Director of Medical Services  
Director of Personnel  
Director of Security  
Director of Training

**SUBJECT** : The Agency's Image

1. The attached Management Advisory Group paper is provided for your information and use within your own organization. It has been on the agenda for Deputies' Meetings on 16 December 1970 and 11 March 1971 and was reviewed between those dates by the DDCI and the DCI.

2. On the specific recommendations Agency management reacted favorably - A, D, E, F, G, H and J. Recommendations B and C were not accepted. Recommendation I was not endorsed on the basis that such activity of this type already exists. Recommendation K was not accepted largely on practical time limitation considerations.

(signed) John W. Coffey

**John W. Coffey**  
**Deputy Director**  
**for Support**

DD/S:JWC:llc (15 March 1971)

Distribution:

O - Addressee (D/C) } *BY HAND -*  
1 - ea additional addressee } *DD/S STAFF*  
1 - DD/S Chrono  
~~1 - DD/S Subject~~

Memorandum -

Did we circulate  
this in DDS staff +  
to Support Office heads?  
If not I'd like to make  
copies for Office heads  
+ to do note so they  
can get at Tues staff  
meeting.